



KSHB-TV

ORDER

Print Date 08/13/12

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Flight Dates **08/15/12-08/19/12**

Contract / Revision **307831 /**
Original Date / Revision
 08/13/12 08/13/12
Advertiser **Akin / Republican / Senate**

Agency **Strategic Media Placement**
Buying Contact

**3946 North Hampton Drive
 Powell, OH 43065**

Product
MO US SEN Todd Akin Aug-14-Aug
Agency Com 15%
Billing Contact
**3946 North Hampton Drive
 Powell, OH 43065**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00
Estimate # **2608**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Tara Washburn | 100% | | |

Order Share 20% Market Value 54000

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| KCPT | % | 0 |
| KCTV | % | 0 |
| KCWE | % | 0 |
| KMBC | % | 0 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSMO | % | 0 |
| UNKWN | 80% | 43200 |
| WDAF | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------------|--------------------|-------------|------------|----------|---------|------------|--------------|
| August 2012 | 16 | \$9,180.00 | \$10,800.00 | 0.00 | 07/30/12 | 08/19/12 | 16 | \$9,180.00 | \$10,800.00 |
| Totals | 16 | \$9,180.00 | \$10,800.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|--|-------|-------------------|----------|-------------|-------|---------------|-----|----------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | KSHB | 08/15/12 | 08/19/12 | Today Show Today Show | CM | 7-9a | -- 211-- | :30 | 4 | \$500.00 | P-2 | 0.00 NM | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -- 211-- | | 4 | | \$500.00 | | 0.00 | | | | |
| N 2 | KSHB | 08/15/12 | 08/19/12 | NBC Action News at 5p NBC Action News at 5p | CM | 5-530p | -- 211-- | :30 | 4 | \$500.00 | P-1 | 0.00 NM | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -- 211-- | | 4 | | \$500.00 | | 0.00 | | | | |
| N 3 | KSHB | 08/15/12 | 08/19/12 | NBC Action News at 6p NBC Action News at 6p | CM | 6-630p | -- 11--- | :30 | 2 | \$800.00 | P-1 | 0.00 NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -- 11--- | | 2 | | \$800.00 | | 0.00 | | | | |

| | | | | | | | | | | | | | | <u>Totals</u> | |
|--------|------|-------------------|-----------------|--------------------------------|-------------------|----------------|-------------|---------------|-------|------------|-----|------|------|---------------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 4 | KSHB | 08/15/12 | 08/19/12 | M-F Late News M-F Late News | CM | 10-1035p | -- 211-- | :30 | 4 | \$1,000.00 | P-2 | 0.00 | NM | 4 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -- 211-- | 4 | | \$1,000.00 | 0.00 | | | | | | | |
| N 5 | KSHB | 08/15/12 | 08/19/12 | Sa Late News Late News Sa | CM | 10-1030p | -----S- | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | 1 | | \$700.00 | 0.00 | | | | | | | |
| N 6 | KSHB | 08/15/12 | 08/19/12 | Su Late News Late News Su | CM | Late News Su | -----S | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | 1 | | \$500.00 | 0.00 | | | | | | | |
| Totals | | | | | | | | | | | | | | 16 | \$10,800.00 |